

IN-HOME SELLING 101

Equipping HVAC professionals with the skills, tools, and confidence to successfully sell Mitsubishi Electric Systems directly to homeowners, focusing on consultative selling techniques.



TRAINING TOPICS:

- Understanding Homeowner Needs & Pain Points
- Presenting Solutions in a Compelling, Easy-To-Understand Way
- Using Available Tools to Create a Competitive Advantage
- Describing Comfort Benefits and Energy Savings
- Closing Techniques and Follow-Up Strategies
- Overcoming Common Objections

WHO SHOULD ATTEND?

*Sales Consultants & Comfort Advisors / Business Owners & Managers
Techs Transitioning to Sales / Distributor Sales Reps*

April 8, 2026
8 – 10:30am

2632 E. Chambers St.
Phoenix, AZ 85040

Cost: \$25

*Scan to
RSVP*

